

Exhibit 7

U.S. Pat. No.: 7,698,329

Booking.com B.V.



Claim Chart for Representative Claim 1

References Cited

Upon information and belief, Booking.com has and continues to use computer-implemented applications (including mobile applications), computer-readable storage media, and attendant servers, databases, and other devices and equipment to proliferate Booking.com's online travel agency and metasearch engine services for hotels, vacation rentals, flights, and airport transfer (hereinafter, the "Booking.com Systems"), which is a system capable of facilitating searches by users and/or vendors that includes the elements in the systems described in and/or practices the steps of the methods described in the claims of U.S. Patent No. 7,698,329 (the "'329 Patent").

The following chart presents R2 Solutions' analysis of the Booking.com System based on publicly available information. The citations in the chart refer to the following publicly available documents, which are incorporated by reference as if fully set forth herein:

- [1] **"Booking.com Homepage,"** <https://www.booking.com/>.
- [2] **"Dallas' Search,"** <https://www.booking.com/> (search "Dallas" or "dal")
- [3] **"Booking.com Flights,"** <https://www.booking.com/flights/index.en.html?aid=304142;label=gen173nr-1DCBkoggl46AdlM1gEaLACiAEBmAExuAEXyAEM2AED6AEB-AECiAIBqAIDuALv2eSMBsACAdlCJD BiZmQ2MzlhLTQzMTctNGYyZC1hYTcyLWJhN2VhY2Q1ZDZkMdgCBOACAQ;sid=b71ed236bdaa2f99b0b2eec2c15415df;sig=v1cUCBQ-HP>.
- [4] **"Booking.com Attractions,"** <https://www.booking.com/attractions/index.html?label=gen173nr-1DCAEoggl46AdlM1gEaLACiAEBmAExuAEXyAEM2AED6AEB-AECiAIBqAIDuALexWMBsACAdlCJDkwMDAxYzUzLWZjOWQtNDlINS1hOThiLWMwM2NhODkwZjk0NtgCBOACAQ;sid=b71ed236bdaa2f99b0b2eec2c15415df;sig=v1SDBazm5D>

OVERVIEW



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US007698329B2

(12) **United States Patent**
Garg et al.

(10) **Patent No.:** US 7,698,329 B2
(45) **Date of Patent:** Apr. 13, 2010

(54) METHOD FOR IMPROVING QUALITY OF SEARCH RESULTS BY AVOIDING INDEXING SECTIONS OF PAGES

(56) **References Cited**

U.S. PATENT DOCUMENTS

2003/0120654 A1* 6/2003 Edlund et al. 707/7
2005/0091580 A1* 4/2005 Karmholz et al. 715/513

OTHER PUBLICATIONS

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Matt Cutts; Handling noindex meta tags; Published Aug. 30, 2006; pp. 1-22 *

(73) Assignee: **Yahoo! Inc.**, Sunnyvale, CA (US)

* cited by examiner

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 522 days.

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(21) Appl. No.: 11/652,356

(57)

ABSTRACT

(22) Filed: Jan, 10, 2007

A method and apparatus for improving search results is provided. The method works by delineating sections of a document that are not relevant to the main content. The document content is subjected to ranking analysis in entirety. In response to a query results are recalled omitting terms included in the no-recall sections. Terms in the no-recall sections are not used in titles and abstracts of the results. The results are ordered at least in part by the rankings attributed to the identified no-recall sections.

(65) **Prior Publication Data**

US 2008/0168053 A1 Jul. 10, 2008

(51) Int.Cl.

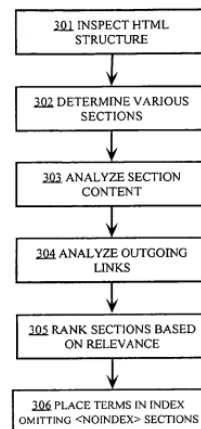
G06F 17/20 (2006.01)
G06F 15/16 (2006.01)

(52) U.S. Cl.

(58) **Field of Classification Search** 707/5

See application file for complete search history.

14 Claims, 4 Drawing Sheets



Bibliographic Details

Title	Method for improving quality of search results by avoiding indexing sections of pages
Priority Date	January 10, 2007
Filing Date	January 10, 2007
Issue Date	April 13, 2010
Expiry Date	June 15, 2028
Target Claim	1 (independent)

(57)

ABSTRACT

A method and apparatus for improving search results is provided. The method works by delineating sections of a document that are not relevant to the main content. The document content is subjected to ranking analysis in entirety. In response to a query results are recalled omitting terms included in the no-recall sections. Terms in the no-recall sections are not used in titles and abstracts of the results. The results are ordered at least in part by the rankings attributed to the identified no-recall sections.

Representative Claim 1

- 1[pre]** A method, comprising:
- 1[a]** ranking a plurality of documents recalled by a search engine for a query;
- 1[b]** wherein the plurality of documents contain certain documents, each document of said certain documents containing at least one section that is not used by said search engine for recall and one or more sections that are used by said search engine for recall;
- 1[c]** wherein ranking a plurality of documents includes ranking said plurality of documents based, at least in part, on the at least one section of said certain documents not used by said search engine to recall documents; and
- 1[d]** wherein the method is performed by one or more computing devices.

CLAIM CHART



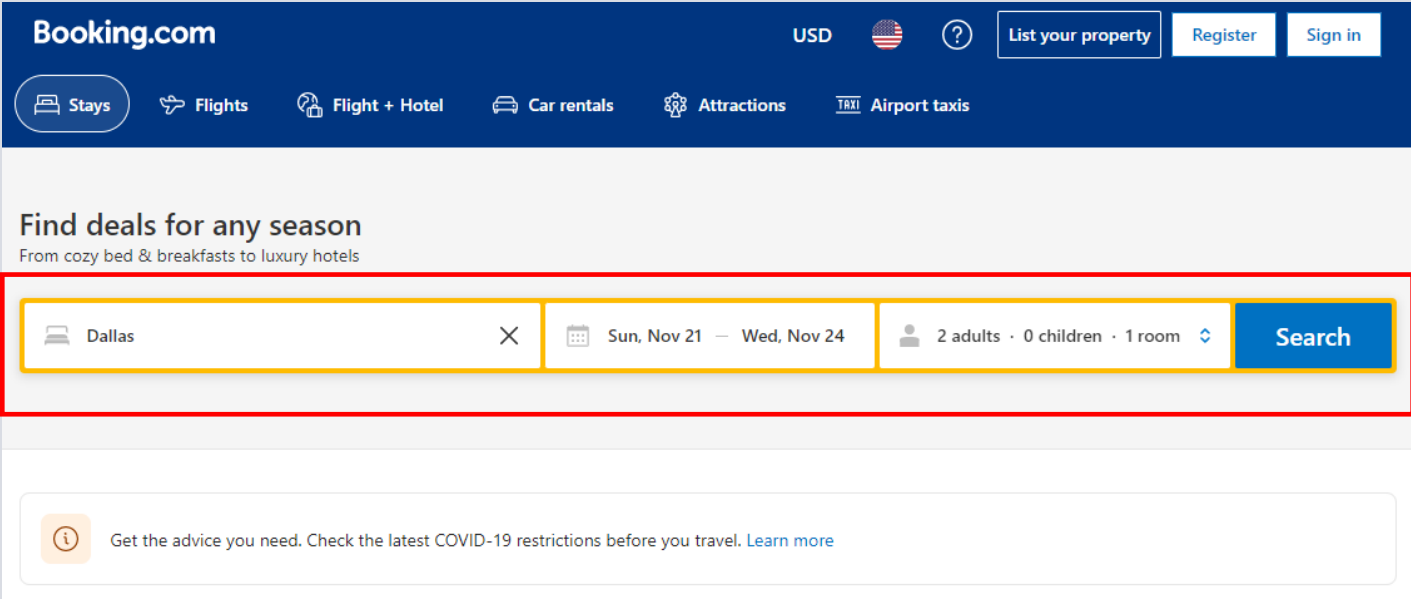
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Claim Chart – Claim 1

1[pre] A method, comprising:
1[a] ranking a plurality of documents recalled by a search engine for a query;

Booking.com infringes Claim 1 of the '329 Patent. The Booking.com Systems rank a plurality of documents recalled by a search engine for a query. The Booking.com Systems include computer-implemented applications (including mobile applications), computer-readable storage media, and attendant servers, databases, and other devices and equipment. For example, Booking.com Systems include a search engine that recalls a plurality of documents for a query:

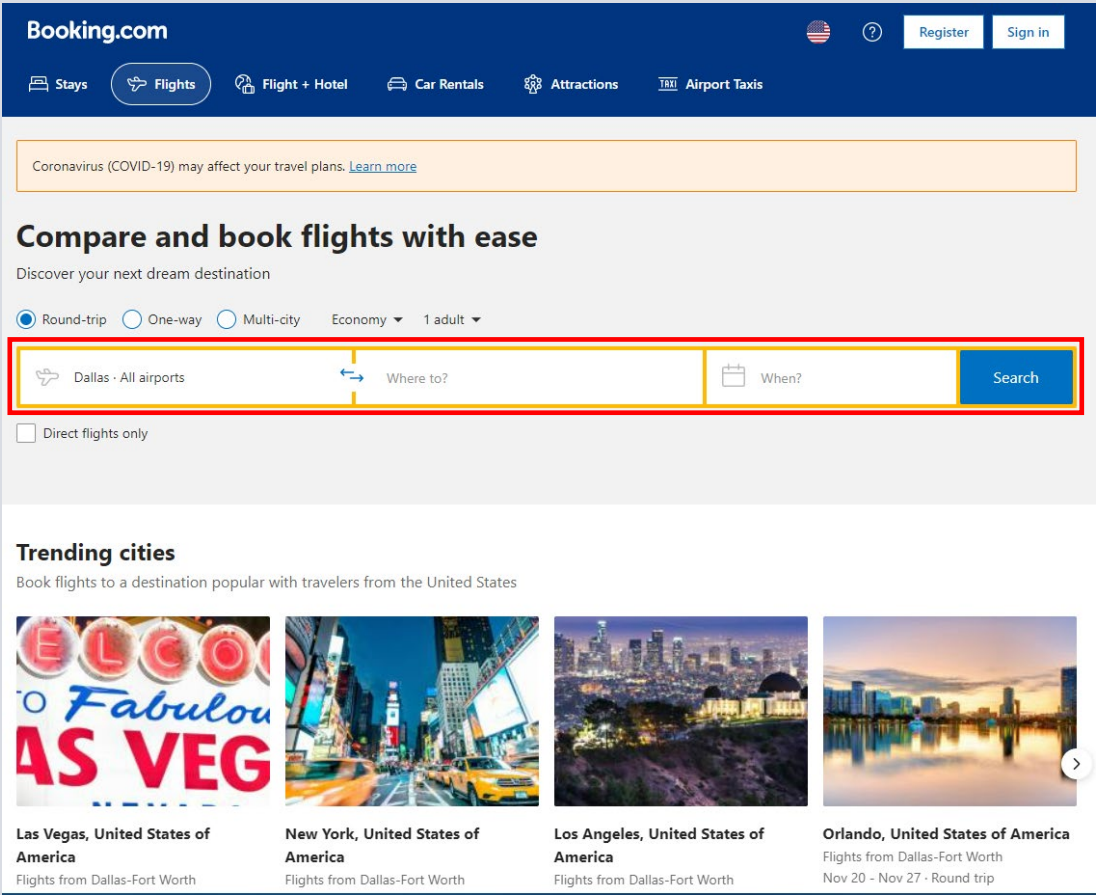
[1] Booking.com Homepage



Claim Chart – Claim 1

1[pre] A method, comprising:
1[a] ranking a plurality of documents recalled by a search engine for a query;

For example, Booking.com Systems include a search engine that recalls a plurality of documents for a query:



[3] Booking.com Flights

Claim Chart – Claim 1

1[pre] A method, comprising:
1[a] ranking a plurality of documents recalled by a search engine for a query;

For example, Booking.com Systems include a search engine that recalls a plurality of documents for a query. Documents can be ranked by, e.g., price, reviews, promoted, advertised, etc. etc.:

[2] 'Dallas' Search

Booking.com

USD ?

List your property

Register

Sign in

Stays

Flights

Flight + Hotel

Car rentals

Attractions

Airport taxis

Home > United States of America > Texas > Dallas > Search results

Search

Destination/property name:

Check-in date:
Sunday, November 21, 2021

Check-out date:
Wednesday, November 24...

3-night stay

2 adults · 0 children · 1 room

☐ I'm traveling for work

Search

Filter by:

Your Budget (per night)

☐ \$0 – \$56

5

☐ \$56 – \$113

97

☐ \$113 – \$169

121

☐ \$169 – \$226

71

☐ \$226 +

47

Popular Filters

☐ Breakfast Included

95

Dallas: 209 properties found

Our Top Picks

Homes & apartments first

Price (lowest first)

Best reviewed & lowest price

Stars (highest first)

...

Sonesta Suites Dallas Park Central

Park Central, Dallas · Show on map · 10 miles from center

Getaway Deal

Mobility Accessible One Bedroom Suite King Bathtub

Private suite
1 king bed

3 nights, 2 adults

\$282

See availability

Excellent 8.7
1,897 reviews

The Westin Galleria Dallas

Galleria, Dallas · Show on map · 10.2 miles from center

Traditional King, Guest room, 1 King

1 king bed

FREE cancellation • No prepayment needed

You can cancel later, so lock in this great price today!

Only 5 rooms left at this price on our site

3 nights, 2 adults

\$537

See availability

Very Good 8.4
231 reviews

Courtyard by Marriott Dallas Downtown/Reunion District

Downtown Dallas, Dallas · Show on map · 0.6 miles from center

3 nights, 2 adults

See availability

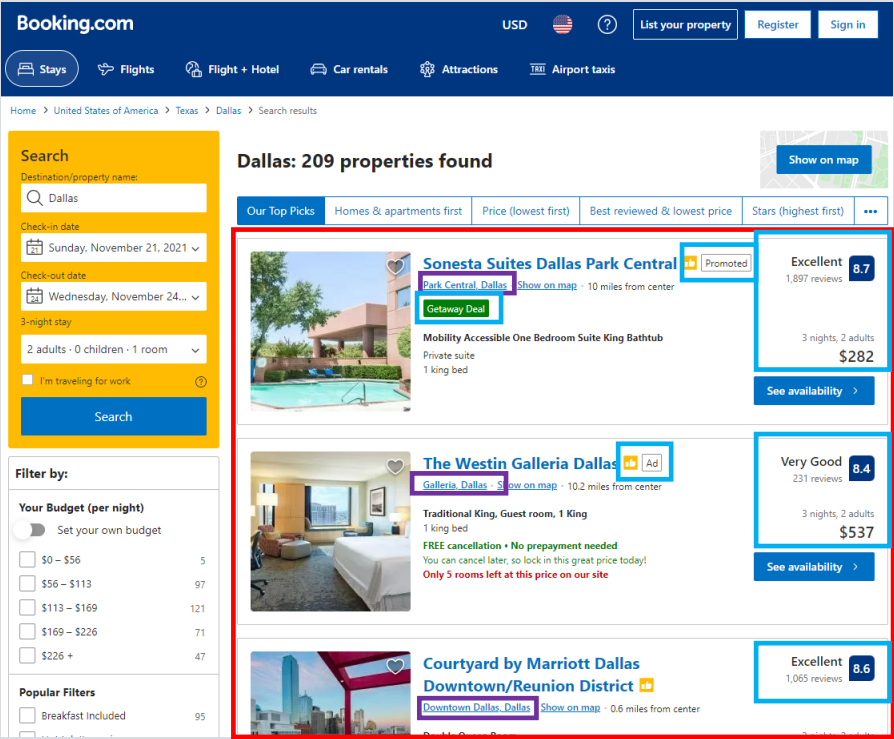
Excellent 8.6
1,065 reviews

Claim Chart – Claim 1

1[b] wherein the plurality of documents contain certain documents, each document of said certain documents containing at least one section that is not used by said search engine for recall and one or more sections that are used by said search engine for recall;

The plurality of documents of the Booking.com Systems contain certain documents, each document of said certain documents containing at least one section that is not used by said search engine for recall and one or more sections that are used by said search engine for recall. For example, the plurality of documents recalled (e.g., corresponding to properties, rooms, flights, etc.) for a search query (e.g., location, date, etc.) contains certain documents (e.g., relevant to properties, rooms, flights, etc.) containing at least one section that is not used by the search engine for recall (e.g., promoted, advertised, price, distance, reviews, etc.) and one or more sections used by the search engine for recall (e.g., location, keyword, name, etc.). See, e.g.:

[2] 'Dallas' Search

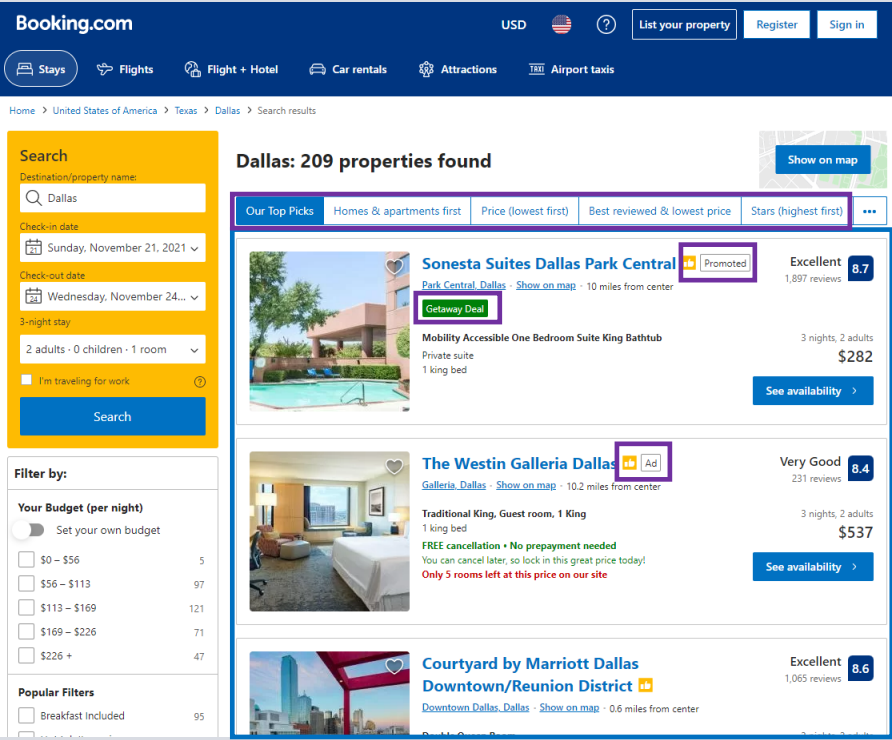


Claim Chart – Claim 1

1[c] wherein ranking a plurality of documents includes ranking said plurality of documents based, at least in part, on the at least one section of said certain documents not used by said search engine to recall documents; and

Ranking a plurality of documents of the Booking.com Systems includes ranking said plurality of documents based, at least in part, on the at least one section of said certain documents not used by said search engine to recall documents. For example, upon information and belief, the plurality of documents (e.g., corresponding to properties, rooms, flights, etc.) are ranked based at least in part on the at least one section of the certain documents not used by the search engine (e.g., promoted, advertised, "Our Top Picks," price, reviews, etc.) to recall the documents. See, e.g.:

[2] 'Dallas' Search



Claim Chart – Claim 1

Claim Feature	Evidence
1[d] wherein the method is performed by one or more computing devices .	The method is performed by one or more computing devices. For example, the Booking.com Systems include computer-implemented applications (including mobile applications), computer-readable storage media, and attendant servers, databases, and other devices and equipment to proliferate Booking.com’s online travel agency and metasearch engine services for hotels, vacation rentals, flights, and airport transfer.

END



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